

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #462720

Mr. J. LaFlamme

N.H. TOBACCO

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Jeff:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **90** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (**Note: This is not 'pre-sleeved' product.**) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
3	Winston Box	12300-25379
6	Winston Light Box	12300-25380
3	Winston Ultra Lt Box	12300-25381

PO #062998

Product / Premium Arrival:

June 29, 1998

Ship Date to Retail:

Week of: July 13, 1998

Displays (Item #542810)

<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

Billing per Sku: 4 Cartons

EFT \$ Amount: **\$3,181.40**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51844 9236

-2-

\$1.00 Off 2-Pack Tear Tape
N.H. TOBACCO

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

- 1 Carton: *Winston Box*
- 2 Cartons: *Winston Light Box*
- 1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$168.00 (12 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: B. Cook
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51844 9237

WHOLESALE : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL 51/2-NO
 TEMPLATE SEQ : 0915
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112206	112220	706549	BOSWORTH'S MARKET	281 MAIN ST	FREMONT	NH	03044	2			927178	(603)895-4440
112206	112220	565065	7-11 #16152(C)	61 HIGH ST	HAMPTON	NH	03842	1		0001-0402	963918	(603)926-0760
112206	112220	755974	NEWMARKET GETTY	37 N MAIN ST	NEWMARKET	NH	03857	1				(603)659-3263
112208	112225	737484	FREMONT'S EAT N RUN	198 MILTON RD	ROCHESTER	NH	03868	1				(603)330-0000
163803	163821	104445	THE VILLAGE STORE	RT 31	LYNDEBOROUGH	NH	03082	2				(603)654-9341
163803	163821	022998	B&B GROCERY INC	22 MAIN ST	JAFFREY	NH	03452	1				(603)532-8441
163803		643713	THE SNACK CORNER	24 ELM ST	MILFORD	NH	03055	1				(603)673-5102
163803	163821	327791	MINUTE MART	PO BOX 72	TROY	NH	03465	1			916783	(603)242-3830
163803	163821	487018	TNT GAS CONV. INC.	RT. 101	PETERBOROUGH	NH	03458	2				(603)924-1066
163803	163821	590299	RYAN'S VARIETY	409 NASHUA ST	MILFORD	NH	03055	1			921155	(603)673-3009
163804	163822	103075	PALMERS MARKET	76 LOWELL RD	HUDSON	NH	03051	2			905799	(603)889-7898
163804	163822	103091	SOUCYS SUPER VALUE	217 W HOLLIS ST	NASHUA	NH	03060	1			904441	(603)883-8652
163804	163822	746201	THE HATCH CONVENIEN	52 RUNNELLS BRIDG	HOLLIS	NH	03049	1				(603)882-0100
163804	163822	666668	AMHERST ST CITGO	159 AMHERST ST	NASHUA	NH	03060	1				(603)889-9665
163804	163822	103082	J-DONS STATELINE	1081 W HOLLIS ST	NASHUA	NH	03062	1			902692	(603)889-7878
163804	163822	103088	DUGAS MARKET	283 BROAD ST	NASHUA	NH	03063	2			901884	(603)882-4418
163804	163822	104411	LIZOTTE'S GROCERY	MAIN STREET	GREENVILLE	NH	03048	1				(603)878-2773
163804	163822	104599	JEANNOTTES MARKET	2 COURTLAND ST	NASHUA	NH	03060	1			902726	(603)882-0161
163804	163822	233425	SAM & ANNA'S VAR	187 WEBSTER ST	HUDSON	NH	03051	1			912261	(603)889-3441
163804	163822	509107	TEMPLE ST. SUPERETT	59 TEMPLE ST	NASHUA	NH	03060	1			904649	(603)882-2841
163804	163822	565855	R & M VARIETY	89 ALLDS ST	NASHUA	NH	03060	1			909853	(603)883-8989
163804	163822	601076	MOBIL MAIN STREET	267 MAIN ST	NASHUA	NH	03060	1				(603)595-8557
163804	163822	643569	KOZY KORNER	147 LAKE ST	NASHUA	NH	03060	1			902916	(603)886-3860
163804	163822	647037	JAC'S PLACE	72 1/2 W HOLLIS S	NASHUA	NH	03060	1			921304	(603)881-7627
163804	163822	686968	KIRKPATRICK'S CORNE	125 CONCORD ST	NASHUA	NH	03060	2			92 4894	(603)880-845
163804	163822	687555	SHELL FOOD MART	301 MAIN ST	NASHUA	NH	03060	3			908707	(603)882-3962
163804	163822	693248	C&J VARIETY	29 CHESTNUT ST	NASHUA	NH	03060	2			925040	(603)889-5170
163804	163822	697275	BROOKSIDE MINI	RT 101 WEST	WILTON	NH	03086	1			925123	(603)654-6733
163804	163822	703675	SO MAIN VARIETY	590 S MAIN ST	NASHUA	NH	03060	1				(603)888-4401
163804	163822	728902	GEORGE'S OF HUDSON	71 DRACUT RD	HUDSON	NH	03051	2			926394	(603)889-2160
163804	163822	743205	EAT HERE & GET GAS	620 AMHERST ST	NASHUA	NH	03063	1			927087	(603)889-3372
163804	163822	754903	LOCK STREET MARKET	54 LOCK ST	NASHUA	NH	03060	1			903088	(603)595-4908
163804	163822	774591	THE BRIGHT SPOT	43 E DUNSTABLE RD	NASHUA	NH	03060	2			901401	(603)888-1531
163805	163820	411226	THE STORE & MORE	320 SANDOWN RD	EAST HAMPSTEAD	NH	03826	1				(603)329-4939
163805	163820	804396	ATKINSON VILLAGE ST	110 MAIN ST	ATKINSON	NH	03811	1				(603)362-5898
163805	163820	605758	M & D MINI MART	321 MAMMOTH RD	PELHAM	NH	03076	1				(603)635-3108
163805	163820	650809	U S GAS INC	362 N BROADWAY	SALEM	NH	03079	3			923177	(603)894-4111
163805	163823	657378	TEXACO QUICK STOP	RT 102 JCT 1 HAMP	LONDONDERRY	NH	03053	2				(603)425-1132
163805	163820	661045	HOWIE-GLYNN & SONS	COBBETT POND RD	WINDHAM	NH	03087	1				(603)893-3681
163805	163820	682602	COLBY CORNER MINI M	RT 121A & RT 111	E HAMPSTEAD	NH	03826	1				(603)382-2862
163805	163820	683130	SALEM CONVENIENCE	401 MAIN ST	SALEM	NH	03079	3				(603)899-6488
163805	163820	687557	KEV'S COUNTRY STORE	110 N MAIN ST	SALEM	NH	03079	2				(603)898-5436

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 2
DATE: 98-05-20
TIME: 11:22 AMWHOLESALE : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL S1/2-NO
TEMPLATE SEQ : 0915
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163805	163820	724669	TOWNE LINE VARIETY	1 GIGANTE DR	HAMPSTEAD	NH	03841	2			926345	(603)329-9300
163805	163823	730143	BROTHERS CORNERS VT	34 SOUTH STREET	DERRY	NH	03038	3				(603)434-0788
163805	163820	733041	C & M GETTY	PELHAM GULF MART	PELHAM	NH	03076	3				(603)635-2828
163805	163820	767785	COUSINS CONV. STORE	116 BRIDGE ST	PELHAM	NH	03076	3			928002	(603)635-8624
163806	163823	371559	WEBSTERS FAMILY STO	707 MILFORD ROAD	MERRIMACK	NH	03054	1			915934	(603)889-4885
163806		393394	CANDIA ROAD CONV.	836 CANDIA RD	MANCHESTER	NH	03109	1				(603)669-6565
163806	163823	501721	HANOVER MINI MART	167 HANOVER ST	MANCHESTER	NH	03104	1			919936	(603)628-6334
163806	163823	723710	BON BON'S MOBIL	140 DW HWY	MERRIMACK	NH	03054	3			915595	(603)882-4555
163806	163823	792393	ABBOTT'S MARKET	436 D.W. HWY	MERRIMACK	NH	03054	3			928440	(603)424-3020
163806	163824	604770	UNION ST MARKET	621 UNION ST	MANCHESTER	NH	03104	1			928507	(603)668-8720
163806	163822	622539	AMHERST MOBIL	75 NASHUA ROAD	AMHERST	NH	03031	3			922252	(603)673-3590
163806	163823	643590	STEVE'S 101 MOBIL	137 AMHERST RD	BEDFORD	NH	03110	1			917815	(603)472-2763
163806	163823	699056	MERRIMACK VILLAGE V	601 DANIEL WEBSTE	MERRIMACK	NH	03054	2			925412	(603)424-5371
163806	163824	718909	CIDER MILL COUNTRY	278 ROUTE 101	AMHERST	NH	03031	1				(603)673-8408
163807	163826	522669	L'ITALIENS MINI MAR	ROUTE 104	NEW HAMPTON	NH	03256	2				(603)744-6446
163807	163826	676719	FRANKLIN FAST FOOD	NORTH MAIN ST	FRANKLIN	NH	03235	1			926295	(603)934-2602

PAGE BREAK TOTAL ACCOUNTS 58 TOTAL QUANTITY 90

TEMPLATE TOTAL ACCOUNTS 58 TOTAL QUANTITY 90

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WHOLESALE PACKING INSTRUCTIONS

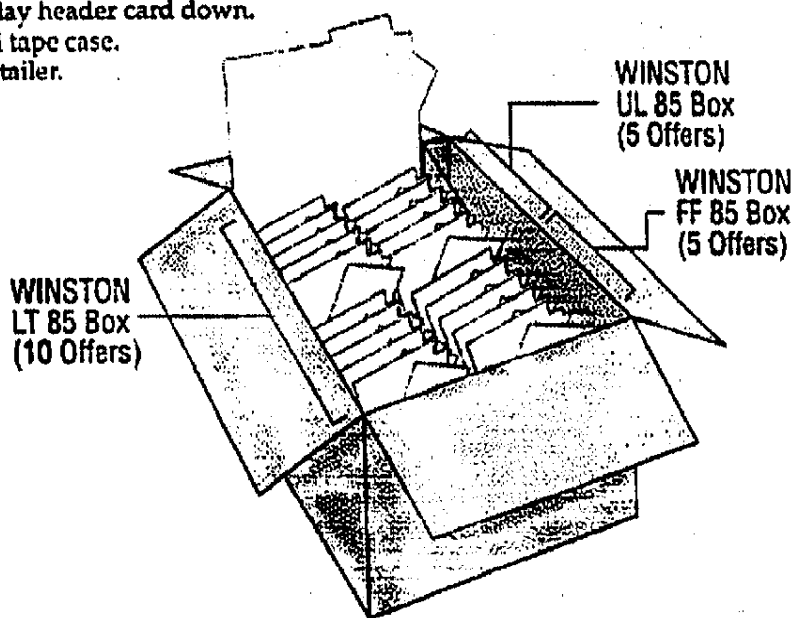
VALUE ADDED PROMOTION

3RD QTR.'98

July Winston \$1 OFF 2 Packs (Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL S1/2 PKS

Brand Style	Box	LT Box	UL LT Box			
Number of Cartons	1	2	1			

51844 9240

\$1.00 off with 2-pack purchase.

Lose the additives.

Save a buck

when you buy 2 packs.



- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

No additives.